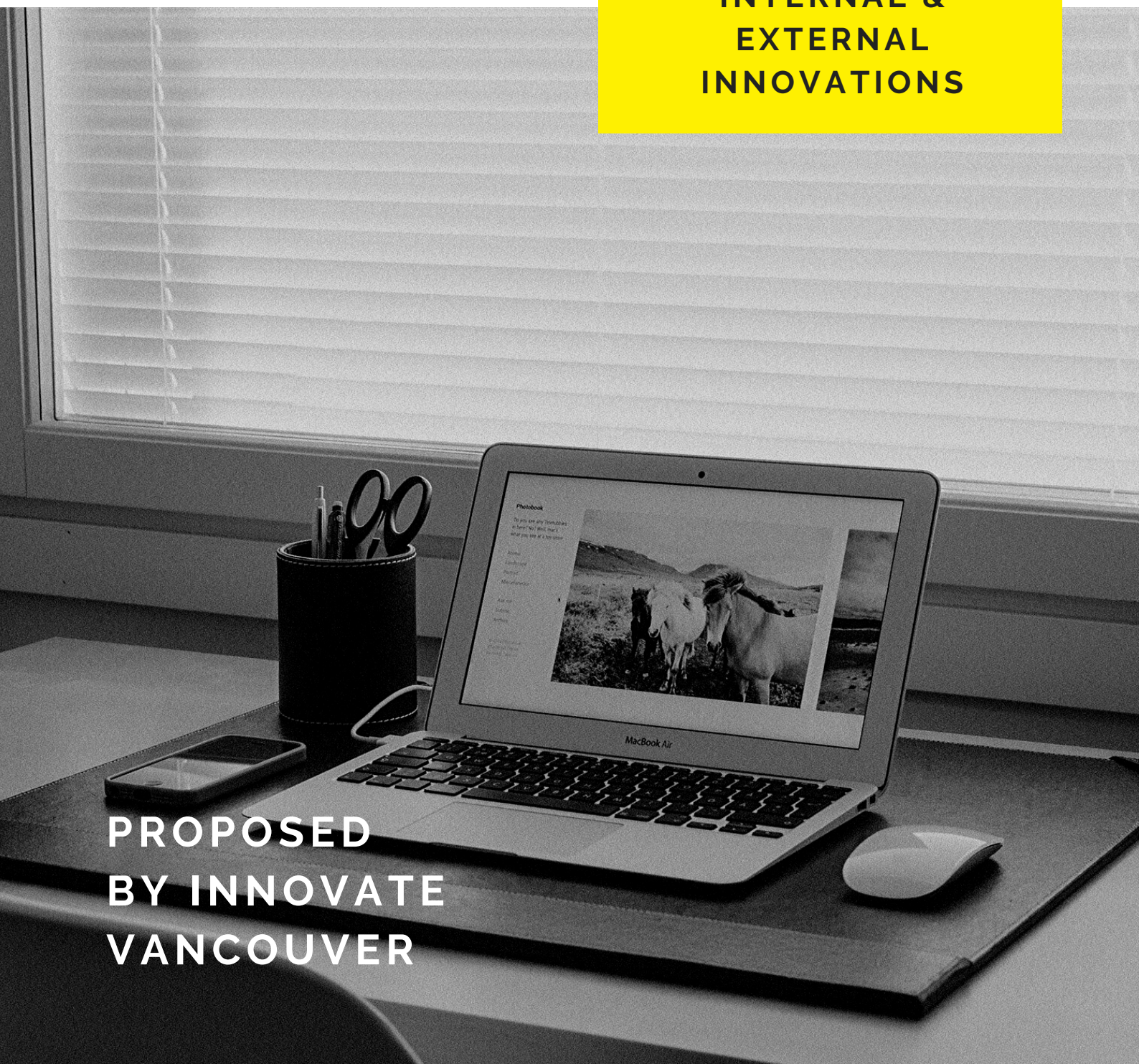


UNION MEMBERSHIP QUESTIONNAIRE & CHECKLIST



INTERNAL &
EXTERNAL
INNOVATIONS

PROPOSED
BY INNOVATE
VANCOUVER



THE CHECKLIST

TRAVIS BARKER

- What benefits are anticipated?
- What can be delivered by the Union?
What cannot be delivered by the Union?
- What benefits can only be delivered by the Employer?
- Can these be required in a Union contract? If not, why not?
- Can the conditions of your team's performance be changed as a result of worksite Unionization? If yes, what would the changes be? If not, why not?
- What changes do you need to 'own' in order to realize a better relationship with your employer, work-life balance/quality, and heighten performance?
- How will these benefits be measured? How will they be tracked? Reported?
- What if these benefits are not delivered? What is the consequence?
- Is the Union Culture (values, beliefs, processes, strategies, tools, technologies, and other artifacts) aligned with the competencies they demand of external companies? If not, is there a plan to realign the culture with Union's 'espoused beliefs'?
- What is the Union's internal turnover rate? What does social media and employee feedback sites have to say about the Union? Does the comments represent both neg/pos? Or it is potentially being scrubbed? Is the Union delivering direct and measurable benefits? What are they?
- What is the timetable/duration for these benefits?
- Will the Union continue to be needed once these benefits are delivered?
- Is the Union delivering indirect and non-measurable benefits? What are they?
- Will the Union continue to be needed once these benefits are delivered?
- What is the Union's success rate? Over the past year? Past 3 years? Past 5 years? Was this in a relevant industry?
- How much of the Union's revenue is spent on member facing services and campaigns? Versus Union salaries? Assets? Acquisitions?
- What is the Union's approach to supporting campaigns? Delivering Projects? Is this top-down or bottom-up?
- Will I have a voice? How is this measured?

THE CHECKLIST

TRAVIS BARKER

- How has the Union historically respond to differences in opinion? Priorities?
 - Are communications/information shared informative? Or agitative/propaganda?
 - Do they support you in forming your own opinion? Or are you told what to think?
 - Do you agree with the positions stated?
 - Does the Union understand and display an effective customer service strategy?
 - Are their goals selfless or focused on acquiring more power? Who is considered the Union's allies? Competitors?
 - Is the Union considered Partisan? or BiPartisan?
 - Do they share leadership? Or hog it?
 - Do they grow leadership or emphasize power acquisition?
 - What legislation/regulations have the Union decisively helped get passed?
 - What are the Union's priorities? Are they aligned with yours? How are member dues spent?
 - Is the Union a leader or a follower?
 - Has the Union's impact scaled with growth?
 - Are efficiencies passed on to deliver additional member value?
 - What proportion of the Union's output falls within scope identified by the majority of the membership? Outside the scope? Why?
 - Does the Union Membership have a sunset clause?
 - A time-horizon or goals after which their services conceivably no-longer be needed at the Union contract will be ended? If yes, what is it? If not, why? How does this inform your evaluation of the Union's espoused vs. held values/beliefs?
- Union's are dependent on your engagement, leadership, and followthrough. Without it, the Union's services will under-deliver if not miss their target completely.
- Which Needs (Hygiene Factors & Self-Actualization Needs) are Currently Missing
 - What are the Steps to Close the Gaps a Union needed to Close that Gap
 - If not, How will this Gap be Closed Internally